# Price of baseball goes up, too

Majors get \$27.5 million for radio-TV rights; production costs rise sharply; there'll be more color, and, importantly, no dearth of sponsors

The radio-television rights to major league baseball climbed to an estimated \$27,510,000 this year, according to BROADCASTING'S annual survey of stations, advertisers and teams.

On paper the increase from last year's \$25,670,000 in rights is only \$1,840,000. But to the baseball magnates that figure represents a major step forward in baseball's quest for a greater share of the mighty broadcasting dollar.

In 1966, baseball will continue with the Game of the Week plan it began last year. The difference is that the New York Yankees for the first time are part of a single network package and the Yankees are an audience draw, as well as an attendance magnet at any ballpark.

In 1966, the weekly package has moved from ABC-TV to NBC-TV, where the 28 regular-season dates will be covered in color.

In 1966 there will be more colorcasts of more local games than ever before.

Future Even Brighter • For 1967 and 1968, the ballclubs know they will get the same cut from NBC-TV for the weekly participations. And with a good number of the individual team contracts up for renewal next year, baseball men expect to find themselves in a better bargaining position for broadcasting money.

In 1966 General William Eckert, the new commissioner of baseball, is expected to name a top aide to handle radio-TV liaison. This is a new post and one the baseball Establishment has put at the top of its priority list.

The \$27.5 million figure includes the \$6 million NBC-TV is paying to 19 clubs (\$315,000 each) for the Game of the Week. (The Philadelphia Phillies are still out of the package because of a \$3.9 million, three-year contract, now in its second year.); the \$17,760,000 the 20 teams will receive from their local stations, and the \$3,750,000 the commissioner's office will get from the All-Star Game and World Series.

The Line Is Long • For the privilege of sponsoring the 1,620 season games and selling their beer, cigars, cigarettes, soft drinks, gasoline and banking services, advertisers will ante up about \$95 million this year. This is a \$10 million increase over the estimated 1965

figure of \$85 million, but broadcasters have noted that production costs, especially color, have forced everything up, and like the high-priced ballplayers, good broadcasting talent doesn't come cheap. NBC-TV expects production costs to run \$2 million.

However, the major leagues aren't the only ones sharing in the rights. The 20 teams making up the class AAA Pacific Coast and International leagues are also getting a share, albeit considerably smaller. A survey of these clubs indicates they will get varying shares of about \$420,000 from radio and television. Several clubs get nothing in rights, others' games are not aired on radio-TV, still other clubs are getting up to \$1,500 for each televised game and up to \$30,000 for season radio rights.

Family Troubles • But the game is still suffering internally and this is reflected on the air as well as on the field. The continuing struggle of Milwaukee to either keep the Braves or prevent them from playing in Atlanta has opened a dormant wound in baseball.

#### The home of the Braves

A federal judge in Houston last week may have forestalled potential nightmares for Coca-Cola, Falstaff Brewing, Pure Oil and P. Lorillard. Each firm had already spent an estimated \$700,000 for a share of the Atlanta Braves radio-TV game coverage and adjacent programs on a 34-station radio and an 18-station TV network.

Judge James Noel's temporary injunction, in substance, ordered the other nine National League teams to play the 1966 schedule as set up, with the Braves' home games in Atlanta. The move appeared to squelch any hope Milwaukee had of forcing the Braves to return to County Stadium for another year.

In 1965, when the Braves were a lame-duck Milwaukee team, radio rights only were sold for \$60,000. In Atlanta this year, the Braves expect to see about \$1.2 million in radio-TV rights.

It brings to mind the U.S. Supreme Court's long-standing decision that baseball is a sport not a business. Baseball no longer enjoys the almost-unanimous public sympathy it held 30 and 40 years ago. Today Joe Fan lumps baseball with football and basketball as a big-money operation that turns a profit on diamonds, gridirons and courts, rather than behind counters.

Baseball is also suffering in the minor leagues. It is losing these leagues almost as fast as they're created. Part of the blame is put on lack of attendance. The minor-league owners see television bringing big-league games into their home territories as harmful to local fan interest. There is also concern in the minors about the effect community antenna TV may have on attendance as more major league games are imported into small markets.

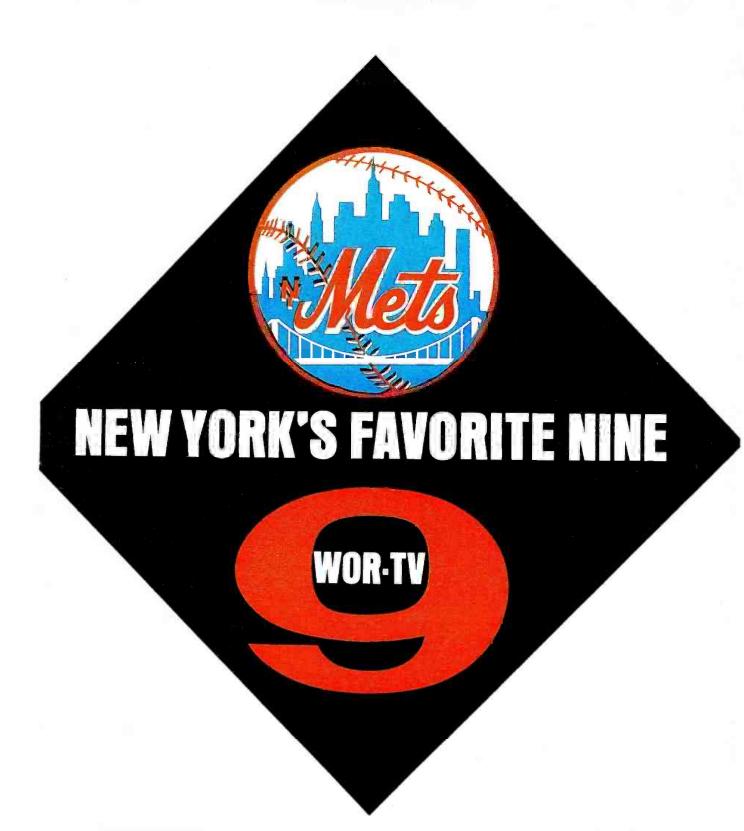
Still the major leagues are blamed for unceremoniously shifting their allegiance to minor league clubs, many times without so much as a "thank you" to the city that loses the team.

Those Cinderella Mets • There are other troubles in baseball. Cellar-dwellers do not command first-place prices, save the New York Mets who seem to be in a league by themselves. The Kansas City Athletics typify the team no one seems to want, yet someone takes—not for big profit, but for civic pride.

In 1964, the status of the A's (whether they were to be shifted to Oakland, Calif.) and their ownership (whether Charles Finley was going to sell the team just before opening day) was enough for wdaf-am-tv to ignore its option for game rights. A few weeks before the season opened kcmo-am-tv picked up the rights for an estimated \$300,000. Thus the Athletics shared the American League cellar that year with the Washington Senators in dollars and percentage points.

Advertisers are not overly anxious to jump into the Kansas City sponsorship picture and this year the fate of the A's games on radio and TV is still uncertain, although contracts may be signed this week.

The Yankees Situation • But for the tears, there are also smiles. The Yankees, although losing \$250,000 by leaving the CBS Saturday games and joining



NEW YORK'S COLOR SPORTS STATION...HOME OF THE COLORFUL METS...FLAGSHIP STATION OF RKO GENERAL REGARDLASTING

# What baseball gets from broadcasting

Rights figures are Broadcasting estimates. Asterisk following the 1965 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

## **National League**

Team	1966 Rights	1965 Rights	Television	Radio	Sponsors & Agencies
ATLANTA (MILWAUKEE ATLANTA)	\$1,200,000	**********	WSB-TV	WSB	Coca-Cola (M-E); P. Lorillard (L&N), each ½ radio-TV; Flagstaff Brew (D-F-S), ¼ radio-TV; 1/12 open.
	•••••	210,000*	(18)	(34)	
CHICAGO	550,000	550,000	WGN-TV	WGN	Heileman Brew (M-E), Oak Park Federal (Connor Assoc.), Serta Mattress (Doner), Buick Dealers (Bronner & Haas), Texaco (B&B), each 1/6 radio; 1/6 radio open; Peoples Gas Light (FC&B), 1/18 TV; Hamm Brew (C-M), 5/18 TV; Phillips Petroleum (JWT), Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/6 TV; R. J. Reynolds (Esty), 1/4 TV.
CINCINNATI	500,000	550,000	WLWT(TV) (3)	WCKY (50)	Hudephol Brew (Stockton-West-Burkhart), ½ TV; Sun Oil (Esty), ½ TV; ½ TV local; Geo. Wiedemann Brew (Rockwell, Quinn & Wall), ½ radio; Pepsi-Cola of Cincinnati (Robert Acomb Adv.) and Tressler Oil (Joel Friedman), each ¼ radio.
HOUSTON	1,770,000	1,770,000	KTRK-TV (16)	KPRC (29)	Schlitz Brew (Burnett), 2/3 radio-TV; Coca-Cola (M-E), Duncan Foods (TL&K), Consolidated Cigar (Compton), each 1/9 radio-TV.
LOS ANGELES	1,000,000	1,000,000	KTTV(TV)	KFI (16)	Union Oil of Calif. (Smock, Debnam & Waddell), Security First Natl. Bank (Y&R), Southern Calif. Chevrolet Dealers (Eisaman, Johns & Laws), each 3 radio-TV.
PHILADELPHIA	1,300,000	1,300,000	WFIL-TV (4)	WFIL (24)	Atlantic Refining (Ayer), Ballantine (SSC&B), each \( \)3 radio-TV; R. J. Reynolds (Esty), 1/6 radio-TV; 1/6 radio-TV open.
NEW YORK	1,200,000	1,200,000*	WOR-TV	whn (9)	Rheingold Beer (DDB), 57½%; Brown & Williamson (Bates), 30%, Sun Oil (Esty), 12½%, all radio-TV.
PITTSBURGH	450,000	450,000	KDKA-TV (5)	KDKA (27)	Atlantic Refining (Ayer), Pittsburgh Brewing (KM&G), each 3/2 radio-TV; Chrysler-Plymouth Dealers (Y&R, Ayer), Foodland Markets (Lando), each 1/8 radio; Allstate Insurance (Burnett), part. TV; some TV open.
ST. LOUIS	550,000	500,000	KSD-TV (13)	кмох (100)	Anheuser-Busch (Gardner), \( \frac{1}{2} \) radio-TV; Shell Oil (O&M), R. J. Reynolds (Esty), each 2/9 TV; Allstate Insurance (Burnett), Union Electric (Gardner), each 1/9 TV; DX Sunray Oil (Gardner), \( \frac{1}{2} \) radio; General Finance (PKG), First Natl. Bank (Gardner), each 1/8 radio.
SAN FRANCISCO	1,000,000	1,000,000	KTVU(TV)	кsго (17)	Stand. Oil of Calif. (BBDO), ½ radio-TV; Philip Morris (Burnett), ¾ TV; E. J. Gallo Winery (Burnett), Allstate Insurance (Burnett), each 1/6 TV; Bank of Calif. (Honig-Cooper & Harrington), Hamm Brew (C-M), each ¾ radio.
N. L. TOTALS	\$9,520,000	\$8,530,000*			

the major league NBC package, have picked up an additional \$500,000 in local rights—from \$1.3 million to \$1.8 million. The Yankees are a pioneer in the field of a club packaging itself and then finding sponsors. The gambit has since been used with some modifications by the Houston Astros, Atlanta Braves and Detroit Tigers, each team getting more than \$1 million a year in local rights.

The NBC package, of 25 Saturday afternoon dates, three holiday night games, the All-Star Game and World Series, has already attracted \$17,550,000 from four sponsors. Gillette through Clyne Maxon, and Chrysler Corp. through Young & Rubicam, are being joined in the package this year by R. J. Reynolds through William Esty. Each has paid \$5 million for one-quarter.

The remaining quarter is being sold

to regional sponsors, with Falstaff Brewing through Dancer-Fitzgerald-Sample already on the dotted line for an estimated \$2,550,000.

The NBC package has added importance this year since ABC wasted no time in getting out of the game of the week it had carried last year. ABC reportedly lost \$1 million on the venture, and the alleged lack of cooperation from baseball men left a bad taste at the network.

NBC Confident • With virtually full-color programing and the Yankees in the lineup NBC feels its position is stronger than ABC's was last year. In addition, the baseball Establishment knows NBC will have the All-Star and World Series for the next three years and that the network will be paying quite a bundle under the new contract effective next year. In 1967, NBC will pay \$6.1 million for those games, and in

'68 the price goes to \$6.5 million.

NBC will use at least five color cameras for each primary game and plans use of instant replay and stopaction recordings. Most of the back-up games will be in black-and-white. The network also has signed Curt Gowdy to be the top man on the baseball announcing staff, taking him away from the Boston Red Sox, whose games he had covered for 14 years. Three more announcers are still to be named.

On local game coverage, color will be more extensive this year than ever before. Sports Network Inc., which will originate some 300 games this year, says about 30% of them will be in color. Last year only 10% of the games were colorcasts.

Another firm, Lew-Ron Ltd., Baltimore, will handle remote color coverage of 16 California Angels games from Baltimore, Washington, Cleve-

### American League

Team	1966 Rights	1965 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$700,000	700,000	WJZ-TV	WBAL (60)	Natl. Brew (Doner), ¼ radio-TV; Sun Oil (Esty) 1/6 TV; R. J. Reynolds (Esty), Coca-Cola (M-E), Gen. Cigar (Y&R), each 1/9 TV; Tasty Baking (Aitken-Kynett), 1/8 TV; 1/9 TV part; Esskay Meats (Van Sant, Dugdale), 1/3 radio; 1/3 radio part.
BOSTON	690,000	690,000	wнdн-тv (7)	WHDH (45)	Narragansett Brew (NH&S), Gen. Cigar (Y&R), Atlantic Refining (Ayer), each 35 radio-1V.
CALIFORNIA	\$1,000,000	850,000	KTLA(TV)	КМРС (18)	Stand. Oil of Calif. (BBDO), United Calif. Bank (Erwin Wasey), Anheuser-Busch (Gardner), each ¼ radio-TV.
CHICAGO	900,000	900,000	WGN-TV	wcfl (80)	Gen. Finance (PKG), ½ radio; Heileman Brew (M-E), Rambler dealers (Powell, Schoenbrod & Hall), Gen. Cigar (Y&R), each 1/6 radio; Peoples Gas Light (FC&B) 1/6 radio, 1/18 TV; Hamm Brew (C-M) 5/18 TV; Phillips Petroleum (JWT), Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/6 TV; R. J. Reynolds (Esty), ¼ TV.
CLEVELAND	750,000	700,000	WJW-TV (3)	were (25)	Carling Brew (LF&S), R. J. Reynolds (Esty), Sun Oil (Esty), each ½ TV: Duquesne Brew (Lando), Pure Oil (Burnett), each ½ radio, Gen. Cigar (Y&R), 1/6 radio; Royal Castle Restaurants (Marcus), Shaker Heights Ford (Bud Wendle Adv.), alt ½ radio.
DETROIT	1,200,000	1,200,000*	WJBK-TV (5)	wJR (20)	Gen. Cigar (Y&R). Pure Oil (Burnett), each 2/9 radio; Stroh Brew (Zimmer, Keller & Calvert), Natl. Bank of Detroit (C-E), B.F. Goodrich (BBDO), each 1/9 radio; 2/9 radio open. Pabst Brew (K&E), 5/16 TV; Sun Oil (Esty), 3/16 TV; HyGrade Foods (Doner), 1/16 TV; 7/16 TV open.
KANSAS CITY	300,000	300,000	KCMO-TV	ксмо	Stations had not signed for games as of Thursday (Feb. 24). Hamm Brew (C-M) will take ½ radio-TV when it is settled.
MINNESOTA	600,000	600,000	WTCN-TV (14)	wcco (44)	Hamm Brew (C-M), Twin City Federal (Colle & McVoy), each ½ radio-TV; Western Oil (John Forney), Northern States Power (C-M), Liggett & Myers (JWT), each 1/9 TV; Pure Oil (Burnett), 2/9 radio; Gen. Mills (Knox Reeves), 1/9 radio.
NEW YORK	1,800,000	1,200,000	WPIX (7)	wcbs (40)	Ballantine (SSC&B), ½ radio-TV; Gen. Cigar (Y&R). Tidewater Oil (Grey), each ¼ radio-TV; Atlantic Refining (Ayer), 5/12 radio-TV outside New York City; ¼ radio-TV in New York City open.
WASHINGTON	300,000	300,000	WTOP-TV	wтор (15)	Natl. Brew (Doner), ½ radio-TV; Household Finance (NH&S), ½ radio; Dodge (BBDO), Gen. Mills (Knox Reeves), each 1/9 radio; 1/9 radio part; 2/3 TV sold out part.
A. L. TOTALS	\$8,240,000	\$7,440,000*			
MAJOR LEAGU	-	\$15,970,000*			

land, Detroit, Boston, Kansas City, and Minneapolis-St. Paul—all cities without local color pickups of baseball.

More Color Than Ever • However, there will be plenty of color this year—especially in Chicago and Cincinnati, where wgn-tv and wlwt(tv), respectively, have been carrying games in color for years. In addition the California Angels, owned by Gene Autry, will be seen in color on Mr. Autry's ktla(tv) Los Angeles, and the Yankees will be seen in color at home for the first time on wpix(tv).

The local stations and NBC anticipate larger audiences for the color-casts. Since the game isn't being speeded up by baseball's hierarchy, one broadcaster noted: "We have to do something to liven it up."

On the local sponsor front, the beers, oil companies, cigar and cigarette makers and banks continue to be the biggest

bankrollers. Nineteen brewers, 13 oil companies, seven tobacco firms and nine banks have already signed up (see page 40).

Baseball is looking forward to 1966 as the start of a new era: one of cooperation among teams, and one of more money from broadcasting.

#### **AMERICAN LEAGUE**

Baltimore Orioles • WBAL Baltimore expects to feed 176 games, including 14 exhibitions, to a 60-station radio network—up from last year's 47 stations. The pregame show, sponsored by Utz Potato Chips through Torrieri-Myers Advertising, and the postgame Oriole Wrap-Up are carried on WBAL only. WJz-TV Baltimore will carry 52 games, 44 of them on the road. Color plans are unsettled. Pregame shows will run 30 minutes and postgame programs will

be 10 minutes. Chuck Thompson and Frank Messer will handle the radio-TV coverage.

Boston Red Sox - Whdh-AM-TV Boston is in the last year of a three-year contract and the station lineups remain virtually unchanged from last season. Whih will feed a 45-station radio network all of the regular and some preseason games. WHDH-TV will originate 56 games, including some exhibitions, for a seven-station network in Maine, Rhode Island, New Hampshire and Connecticut. Although all home games will be carried in black and white, some road games may be fed in color. Pre and postgame shows on radio will be sponsored by Kraft Foods through J. Walter Thompson, Hertz Truck Leasing through Allied Allied Advertising and State Street Bank & Trust Co. through Bresnick Co. On television, a postgame show is set for all home games and a pregame show is tentatively scheduled for Sunday home games. Mel Parnell and Ned Martin will do play-by-play and color.

California Angels = KTLA(TV) Los Angeles will carry 30 games this season, and for the first time all of them will be in color. Ten exhibition games and 20 regular season contests will be telecast. 21 of them on weekends. KMPC Los Angeles will cover 185 games, including 23 exhibitions. The games will be fed to an 18-station radio network in California, Nevada and Arizona. Buddy Blattner and Don Wells will handle the play-by-play and the pre and postgame shows. Alpha Beta Markets through MacManus, John & Adams, Chrysler dealers through Young & Rubicam and General Mills through Knox Reeves will sponsor the warmup and wrapup programs.

Chicago White Sox = WCFL Chicago will originate the White Sox schedule, including 28 preseason games, to an 80-station network in 12 states. WGN-TV Chicago will carry 65 games with 52 day home games to be shown in color. The pregame radio feature, Dugout, is sold locally, with Magikist Rug Cleaning through D. A. Greenwood sponsoring it on wCFL. The postgame Scoreboard is open. The TV pregame

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show, Lead-Off Man, will be co-sponsored by Nelson Bros. through E. H. Brown and Auto Painting Corp. of America through Rocklin Irving. The 10th Inning postgame show will be cosponsored by United Air Lines through Leo Burnett and Household Finance through Needham, Harper & Steers. Bob Elson and Bob Dinnegan will do the play-by-play and color on radio, and Jack Brickhouse and Lloyd Pettit will cover for TV.

Cleveland Indians - WJW-TV Cleveland is in the second year of a two-year contract and will carry 48 games, 20 of them at home. A three-station TV network is in the works. Some road games will probably be shown in color. The pregame and postgame shows are sold participating. WERE Cleveland, in the fourth year of a five-year pact, will feed 172 games, including 10 preseason weekend games to a 25-station network. The network is seven stations larger than the 18 that took the 1965 feeds. The 15-minute pregame Dugout Interviews will be sponsored by Household Finance through Needham, Harper & Steers. The 15-minute postgame show, 10th Inning, will be co-sponsored by Harry Weintraub Clothes and BPS Paints, both through Cone & Conefeld. Harry Jones and Herb Score will handle TV announcing with Jimmy Dudley and Bob Neal doing play-by-play and color on radio.

Detroit Tigers . WJR Detroit, in the second year of a three-year contract, will feed a 20-station radio network a 167-game schedule, including five exhibitions. The pre and postgame shows are sold locally. Sponsors on WJR will be Household Finance placed direct, for one-half of both shows, and Elias Bros. through Zimmer, Keller & Calvert, and Midas Mufflers through Simons-Michelson, each with one-quarter. WJBK-TV Detroit will again originate 40 games to a six-station Michigan lineup that is being sold as one unit by the ball club's TV division. George Kell and Ray Lane will anounce the games on TV, and Ernie Harwell and Gene Osborn will cover them on radio.

Kansas City Athletics - Kcmo-Am-TV Kansas City, Mo., have an option to take the Athletics' games this year, but as of Thursday (Feb. 24) the papers hadn't been signed and the sponsors were holding back. However, both stations and sponsors expected details to be ironed out early this week. The situation is reminiscent of 1964 when the status of Athletics' radio-TV coverage was left up in the air until midspring. At that time WDAF-AM-TV Kansas City had an option on the rights but let it lapse when the team's status and ownership were uncertain (BROADCASTING, Feb. 24, 1964).

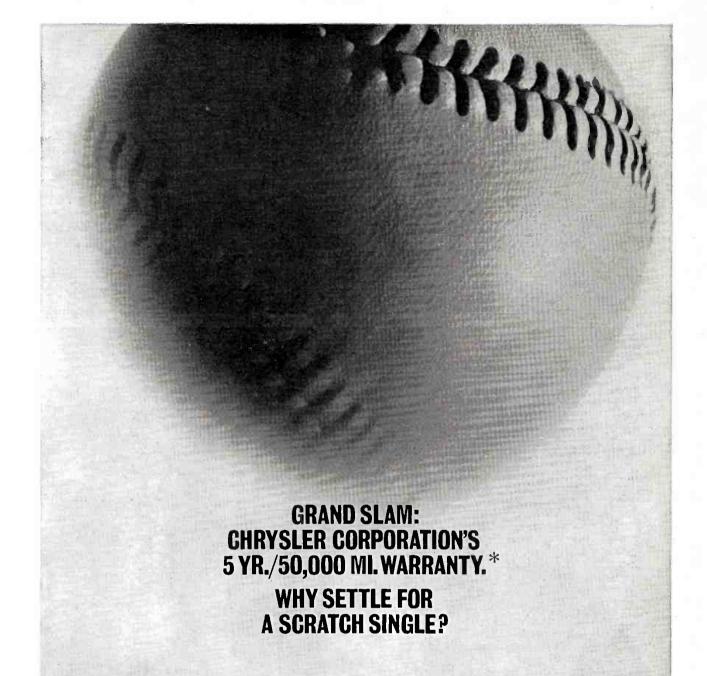
Minnesota Twins - WTCN-TV Minneapolis-St. Paul will feed 50 games, about 60% of them in color, to a 14-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Pregame shows on wtcn-tv only are partially sponsored by Citgo through Lennen & Newell, and Clark Clothes placed direct. The postgame show is open. Wcco Minneapolis will originate a 171-game schedule, including nine exhibitions, to a 44-station network. The pre and postgame shows are fed to the network for local sale. On wcco the pregame Sam Mele Show will be sponsored by Western Air Lines through BBDO, and Woodhead Ford through Fischbein Advertising; the postgame Scoreboard will be sponsored by Ford dealers through J. Walter Thompson. Ray Scott, Herb Carneal and Halsey Hall will handle the coverage on radio and TV.

New York Yankees - The number of games set for radio and TV has decreased this season. WCBS New York will carry the regular schedule plus the last week of spring training. (In 1965 it scheduled 29 exhibition games.) The radio network will have 40 stations in New York, Pennsylvania and New England. WPIX(TV) New York plans to carry 115 games, including three exhibitions, 15 games less than the 130 scheduled last year. The TV network is made up of seven stations in New York, Connecticut and Pennsylvania. WPIX hopes to show about 90 games in color, depending on facilities in other cities. It will definitely show 65 home games in color. Red Barber, Jerry Coleman, Joe Garagiola and Phil Rizzuto will handle the radio-TV announcing.

Washington Senators WTOP-AM-TV Washington are in the final year of a three-year contract. WTOP will originate 172 games, including 10 exhibitions, for a 15-station radio network in Virginia, Maryland and West Virginia. The pre and postgame shows will be carried on WTOP only and are open. WTOP-TV will again carry 35 games, with no plans for colorcasts. Dan Daniels and John MacLean will handle the radio-TV coverage.

#### NATIONAL LEAGUE

Atlanta Braves \* Assuming the team plays in Atlanta, WSB-AM-TV there, will originate for 18-station TV and 34-station radio networks. The games are being packaged by the Braves and have been sold in network blocks. There will be 18 road games televised and it is hoped at least a third will be shown in color. The radio coverage will include the regular season plus some exhibition games. The pre and postgame shows on radio and TV will be sponsored by Pure Oil through Leo Burnett. Milo Hamilton, and Larry Munson will handle



\*Here's how Chrysler Corporation's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1966 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

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## Tobacco firms head the majors' blue-chip clientele

There are 89 national and regional sponsors already committed to sponsor major league baseball games of the pre and postgame shows. A large number of them have bought more than one team.

At the top of this year's list are R. J. Reynolds and General Cigar, each with seven purchases. Reynolds has the Cardinals, Cubs, White Sox, Indians, Orioles, Phillies and the NBC-TV package. General Cigar will sponsor the Indians, Tigers, Orioles, Red Sox, Yankees, White Sox and Dodgers.

Hamm Brewing again leads the 18 beer buyers with the White Sox, Cubs, Twins and Giants. (It is expected to have part of the Athletics also.) In the gasoline field, Sun Oil with the Reds, Indians, Tigers, Orioles and Mets, leads the 13-firm field.

Strong representation from auto makers this year is led by divisions and dealers of the Chrysler Corp. Chrysler has the NBC package; Chrysler Dealers have the Phillies, Giants, Angels and Pirates; Dodge Dealers have the Senators, Cubs, White Sox and Cardinals, and Plymouth Dealers have the Pirates.

Following is a list of the 89 larger sponsors as reported to Broadcast-ING. Asterisk denotes pre or post-game sponsors.

Aamco Transmissions (Wermen & Schorr) \*Phillies.

Alleghény Airlines (KM&G) \*Pirates.

Allstate Insurance (Burnett) Cardinals, Cubs, White Sox, Giants, Pirates.

Anheuser-Busch (Gardner) Cardinals, Angels.

Armour & Co. (Y&R) \*Giants. Atlantic Refining (Ayer) Phillies, Red Sox, Yankees, Pirates.

Avis Rent-a-Car (Marcus) \*Piates.

Ballantine (SSC&B) Yankees, Phillies.

Bank of Calif. (Honig, Cooper & Harrington) Giants.

Brown & Williamson (Bates) Mets.

Buick Dealers (Bronner & Haas) Cubs.

California Packing Corp. (M-E) \*Giants.

Carling Brewing (LF&S) Indians. Carnation Co. (Wasey) \*Dodgers. Chevrolet Dealers (Eisaman, Johns & Laws) Dodgers.

Chrysler Corp. (Y&R) NBC package.

Chrysler Dealers (Y&R) \*Phillies, \*Giants, \*Angels, Pirates.

Citgo (L&N) \*Twins.

Coca-Cola (M-E) Braves, Orioles, Astros.

Consolidated Cigar (Compton) Astros.

Dodge Dealers (BBDO) Senators, Cubs, White Sox, \*Cardinals.

Duncan Foods (TL&K) Astros. Duquesne Brewing (Lando) Intans.

DX Sunray Oil (Gardner) Cardinals.

Esskay Meats (Van Sant, Dugdale) Orioles.

Falstaff Brewing (D-F-S) NBC package, Braves.

First National Bank (Gardner) Cardinals.

Fifth Third Union Trust (Clinton Frank) \*Reds.

Foodland Markets (Lando) Pirates.

Ford Dealers (JWT) \*Twins.

E. J. Gallo Winery (Burnett) Giants.

General Cigar (Y&R) Indians, Tigers, Orioles, Red Sox, Yankees, White Sox, \*Dodgers.

General Finance (PKG) White Sox, Cardinals.

General Mills (Knox Reeves) Senators, Twins, \*Angels, \*Giants, \*Pirates.

Gillette (Clyne Maxon) NBC package.

Gingiss Bros. (Haag) \*Cubs.

B. F. Goodrich (BBDO) Tigers. Hamm Brewing (C-M) White Sox, Cubs, Twins, Giants.

G. Heileman Brewing (M-E) Cubs, White Sox.

Household Finance (NH&S) Senators, \*White Sox, \*Cubs, \*Indians, \*Giants.

radio-TV coverage, with Ernie Johnson joining on the TV dates.

Chicago Cubs - WGN-AM-TV will again carry the Cubs' games sans network. WGN, in the last year of a three-year contract, will carry 166 games, including four Sunday exhibitions. WGN-TV will carry 86 games, the 81 home games in color. A five-minute pregame radio show, Durocher in the Dugout, will be sponsored by Jays Potato Chips through Lilienfeld & Co. On radio the pregame Lead-Off Man and the postgame Scoreboard will be half sponsored by Gingiss Bros. through I. C. Haag, with one-half open. The pregame TV show, Lead-Off Man, will be co-sponsored by Nelson Bros. through E. H. Brown, and Auto Painting Corp. of America through Rocklin Irving. The postgame TV program, 10th Inning, will be co-sponsored by United Air Lines through Burnett. and Household Finance through Needham, Harper & Steers. Jack Brickhouse and Lloyd Pettit will handle the radio-TV coverage.

Cincinnati Reds - For the second year in a row the Reds' radio network is shrinking. More than 50 stations will be on the network originated by wcky Cincinnati. About 70 stations were on the network in 1964 and about 60 stations last year. WCKY will feed 182 games, including 20 preseason games, to the network. The pregame shows are: Warmup sponsored by Swallen's Stores, placed direct; Diamond Dope, co-sponsored by Nationwide Insurance through Ralph Jones and Schiff's Shoes through L. F. McCarthy Advertising, and News sponsored by Fifth Third Union Trust through Clinton Frank. The postgame programs are: Star of the Game cosponsored by David's Buffet through William Holland Advertising and Jake Sweeney Pontiac through Joe Friedman; Scoreboard by King Kwik Markets through Aiken, and News by Swallen's Stores. WLWT(TV) Cincinnati will again originate 42 games and feed them to three other Avco TV stations: WLWD Dayton, WLWC Columbus, both Ohio, and WLWI Indianapolis. The 12 home games will be telecast in color and as many road games as possible will be color pick-ups. Announcing will be handled by Ed Kennedy and Frank McCormick on television, and Claude Sullivan and Jim McIntyre on radio.

Houston Astros • KPRC and KTRK-TV, both Houston, will feed the games packaged by the Astros Radio and Television Network to 29 radio and 16 TV stations in the South and Southwest. In addition to the 162-game regular schedule, all the exhibitions will be carried on radio network stations within 150 miles of Houston. The full network will get only weekend exhibitions. The TV schedule will be made up of 14 Sunday road games. No colorcasts are planned this year. Pre and postgame shows will also be carried as part of the network package. Gene Elston and Loel Passe will do the radio-TV broadcasts.

Los Angeles Dodgers • KFI Los Angeles will originate a 190-game schedule, including 28 exhibitions, to a 19-station radio network in California, Nevada

Hudepohl Brewing (Stockton-West-Burkhart) Reds.

Hygrade Foods (Doner) Tigers. Kraft Foods (JWT) \*Red Sox. Kroger Stores (C-M) \*Cardinals. Jays Foods (Lilienfeld) \*Cubs. Liggett & Myers (JWT) Twins. P. Lorillard (L&N) Braves.

Lucky Lager Brewing (BBDO) \*Giants.

Magakist Rug Cleaning (Greenwood) \*White Sox.

Midas Mufflers (Simons-Michelson) \*Tigers.

Benjamin Moore (Dreher) \*Mets. National Bank of Detroit (C-E) Tigers.

National Brewing (Doner) Senators, Orioles.

Narragansett Brewing (NH&S) Red Sox.

Northern States Power (C-M) Twins.

Oak Park Federal (Connor) Cubs. Pabst Brewing (K-E) Tigers, \*Dodgers.

Peoples Gas Light (FC&B) Cubs, White Sox.

Pepsi-Cola Bottlers (Acomb) Reds. Phillip Morris (Burnett) Giants. Phillips Petroleum (JWT) Cubs, White Sox.

Pittsburgh Brewing (KM&G) Pirates.

Pittsburgh National Bank (KM&G) \*Pirates.

Plymouth Dealers (Ayer) Pirates. Pure Oil (Burnett) Tigers, Twins, \*Braves, Indians.

Rambler Dealers (Various) White Sox, \*Mets.

R. J. Reynolds (Esty) Cardinals, Cubs, White Sox, Indians, Orioles, Phillies, NBC package. Rheingold Beer (DDB) Mets. Schlitz Brewing (Burnett) Astros. Security First National (Y&R)

Dodgers.

Serta Mattress (Doner) Cubs. Shell Oil (O&M) Cardinals. Standard Oil of Calif. (BBDO) Angels, Giants.

Stroh Brewing (Zimmer, Keller & Calvert) Tigers.

Sun Oil (Esty) Reds, Indians, Tigers, Orioles, Mets.

Tasty Baking (Aitken-Kynett) Orioles.

Texaco (B&B) Cubs.
Tidewater Oil (Grey) Yankees.
Tressler Oil (Friedman) Reds.
Twin City Federal (Colle & Mc-Voy) Twins.

Union Electric (Gardner) Cardinals.

Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.

United Air Lines (Burnett) \*Cubs, \*White Sox.

United California Bank (Wasey) Angels.

Utz Potato Chips (Torrieri-Myers) \*Orioles.

Western Air Lines (BBDO)
\*Twins.

Western Oil (Forney) Twins. Western Pa. National Bank (K&E) \*Pirates.

Geo. Wiedemann Brewing (Rock-well, Quinn Wall) Reds.

and Arizona. The basic television coverage of KTTV(TV) Los Angeles will again be limited to the nine games with the Giants played in San Francisco. Two additional pickups this season will be exhibition games from Atlanta and San Diego. The pregame TV shows will be sponsored by Pabst Brewing through Kenyon & Eckhardt and the postgame shows will be co-sponsored by Carnation Co. through Erwin Wasey, and General Cigar through Young & Rubicam. Vin Scully and Jerry Doggett will handle the announcing on radio-TV. For the ninth straight year KWKW Pasadena-Los Angeles will carry the Dodgers schedule in Spanish sponsored by Union Oil of California through Smock, Debnam & Waddell.

New York Mets • Whn New York will feed a 190-game schedule including 28 exhibitions, to a nine-station radio network in New York and Connecticut. Wor-Tv New York will carry 129 games, including three preseason. All 81 home games and a few road games are set

for color. Pregame shows will be sponsored by Benjamin Moore & Co. through Monroe F. Dreher and postgame shows are bought by Rambler though Needham, Harper & Steers. Lindsey Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV announcing.

Philadelphia Phillies • WFIL-AM-TV Philadelphia have virtually the same programing and station lineups they had last year. WFIL will feed 182 games, including 20 exhibitions, to a 23-station radio network. WFIL-TV will originate 64 games, including two preseason, for a four-station network. Day and night road games and day home games are on the TV schedule. On radio, 5-minute and 10-minute pregame programs and an openend postgame show will be carried. Sponsors for these shows include Aamco Transmissions through Wermen & Schorr, and Chrysler dealers through Young & Rubicam. There will be 30 minutes devoted to pregame TV programs. Richie Ashburn, Byrum Saam and Bill Campbell will handle the radioTV announcing.

Pittsburgh Pirates - KDKA-AM-TV have one-third rights to the Pirates in a new multi-year contract. KDKA-TV will feed 38 road games, the largest number of Pirates' games ever televised, to a fivestation network. Some of the games will be carried in color. KDKA will originate 177 games, including 15 exhibitions for a 27-station radio network in Pennsylvania, Ohio and West Virginia. Pre and postgame shows on radio and TV will be locally originated. Pittsburgh National Bank through Ketchum, MacLeod & Grove will be one-half sponsor of the pre and postgame shows on KDKA-TV, the other half is open. Sponsors for those programs on KDKA will be Avis Rent-a-Car through Marcus Advertising, Allegheny Airlines through KM&G, General Mills through Knox Reeves, Western Pennsylvania National Bank through Kenyon & Eckhardt, Milkland Inc. through Thompson & Associates, Joseph Ziskind through Lou Sautell and Sipes Paint through Fourth Allegheny Corp. Bob Prince, Don Hoak and Jim Woods will handle the radio-TV cover-

St. Louis Cardinals - Kmox St. Louis again expects to have the largest radio network in baseball with a 100-station lineup to take 174 Cardinals' games, including 12 exhibitions. Pre and postgame shows will go to the network for local sale. On KMOX the pregame Dugout Interviews will be co-sponsored by Steak & Shake placed direct, and Mayrose Packing Co. through Batz-Hodgson-Neuwoehner. The postgame Scoreboard will be co-sponsored by the Dodge Dealers through BBDO and Kroger stores through Campbell-Mithun. The postgame Star of the Game is still open. KSD-TV St. Louis anticipates putting together another 13-station network to carry 22 road games. Harry Caray and Jack Buck will handle the radio-TV announcing with Jerry Gross also on TV.

San Francisco Giants • KTVU(TV) Oakland-San Francisco will carry an expanded schedule of 19 television games this season, an increase of eight games over previous years. The staple of the package is again the nine games played with the Dodgers in Los Angeles. One Sunday pickup from every other league city and two exhibition games complete the TV lineup. Four games will be colorcasts. Pre and postgame sponsors are: General Mills through Knox Reeves, Household Finance through Needham, Harper & Steers, and Volvo Import Inc. A 10-minute pregame show with Jackie Jensen will be sponsored by Lucky Lager Brewing through BBDO and New Century Beverage. KsFo San Francisco will originate 10 exhibitions plus the regular 162-game schedule for a 17station radio network in California,